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Lotsa Helping Hands and Alzheimer's Association Launch Alzheimer's Care Team Calendar

Enhanced Online Community to Support Alzheimer's Caregivers and Volunteers

Wellesley, Mass. (April 16, 2012) – Lotsa Helping Hands and the Alzheimer's Association today launched the Alzheimer's Care Team Calendar to support Alzheimer's caregivers through online communities. Powered by Lotsa Helping Hands, the Alzheimer's Care Team Calendar enables a family member, friend, colleague, or neighbor to create an online community to help Alzheimer's caregivers manage and carry out their daily responsibilities.

Becoming a caregiver for a loved one with Alzheimer's disease is often unexpected. Few are prepared for the responsibility. According to the Alzheimer's Association *2012 Alzheimer's Disease Facts & Figures* report, the nation will spend \$200 billion in 2012 caring for those with Alzheimer's. Alzheimer's Care Team Calendar, an enhanced no-cost resource, will provide caregivers the gift of much needed help, emotional support, peace of mind, and the tools to better provide care.

"We admire the work of the Alzheimer's Association and its commitment to providing help and support to those who live with Alzheimer's disease as well as their caregivers," said Hal Chapel, CEO and co-founder, Lotsa Helping Hands. "We're excited to launch Alzheimer's Care Team Calendar and in turn, ensure that through community, everyone who needs help receives it, and anyone who wants to lend a hand has an easy way to help."

Lotsa Helping Hands is a free service that provides caregivers and their circles of community with an interactive online community that includes a comprehensive calendar feature to organize volunteer tasks for the recipient family, a vital information section to store health and legal data, as well as community sections for members to post photos and well wishes and participate in message boards. Each Alzheimer's Care Team Calendar is completely customizable based on the needs of each specific caregiver. Once approved, family, friends, and neighbors can sign-up and be responsible for specific tasks.

"One of the most important things an Alzheimer's caregiver can do is to build a care team of family and friends to provide help and support throughout the journey," said Beth Kallmyer, MSW, vice president of Constituent Services at the Alzheimer's Association. "Alzheimer's Care Team Calendar is an effective way to manage that care team."

The Alzheimer's Association joins American Lung Association, American Parkinson Disease Association, The Leukemia & Lymphoma Society, Muscular Dystrophy Association, National Family Caregivers Association, National Health Council, and Wounded Warrior Project as a Lotsa Helping Hands premier partner. Growing on a relationship first established in 2008, the Alzheimer's Care Team Calendar provides community members with quick and easy access to vital resources and information specific to Alzheimer's disease.

Caregivers and volunteers in the Alzheimer's Care Team Calendar join nearly one million Lotsa Helping Hands members operating in Lotsa communities across the country. To learn more about Alzheimer's disease and to create your own Alzheimer's Care Team Calendar, view the *Caring for a Loved One with Alzheimer's Disease webinar*, and visit the Alzheimer's Association website at www.alz.org and Lotsa Helping Hands at www.lotsahelpinghands.com.

Alzheimer's Care Team Calendars are made possible by funding from the Alzheimer's Immunotherapy Program (AIP) of Janssen Alzheimer Immunotherapy and Pfizer Inc. The AIP of Janssen Alzheimer Immunotherapy and Pfizer Inc. is an equal collaboration committed to delivering comprehensive and meaningful solutions to address the needs of people affected by Alzheimer's disease.

About Lotsa Helping Hands

Lotsa Helping Hands powers online caring communities that help restore health and balance to caregivers' lives. More than 65 million people serve as caregivers for loved ones with chronic disease or disability. The service brings together caregivers and volunteers through online communities that organize daily life during times of medical crisis or caregiver exhaustion in neighborhoods and communities worldwide. Caregivers benefit from the gifts of much needed help, emotional support, and peace of mind, while volunteers find meaning in giving back to those in need. To date, nearly one million members have lent a hand through a Lotsa Helping Hands community and more than 50 national nonprofit organizations partner with Lotsa to support caregivers. For more information about Lotsa Helping Hands, visit www.lotsahelpinghands.com.

About Alzheimer's Association

The Alzheimer's Association is the world's leading voluntary health organization in Alzheimer care, support and research. Our mission is to eliminate Alzheimer's disease through the advancement of research, to provide and enhance care and support for all affected, and to reduce the risk of dementia through the promotion of brain health. Our vision is a world without Alzheimer's. Visit www.alz.org or call 800-272-3900.

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